

Message Text

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PAGE 01 TOKYO 14853 140950Z

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UNCLAS TOKYO 14853

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E.O. 11652: N/A

TAGS: SCUL JA

SUBJECT: CULCON/2ND US-JAPAN TV BROADCASTERS FESTIVAL

BOTH AMERICAN AND JAPANESE PARTICIPANTS REPORT TV CONFERENCE AND FESTIVAL IS GOING WELL. TOSHIO NAKANO, JAPAN SOCIETY ESCORT WITH US DELEGATION, ASKS THAT FOLLOWING MESSAGE BE PASSED TO JAPAN SOCIETY, NEW YORK. REPLY REQUESTED.

"FOLLOWING ARE MAJOR POINTS AGREED BY US AND JAPANESE DELEGATES AT THE MEETING ON NOVEMBER 13.

A. THIRD FESTIVAL

1. FOR MORE EFFECTIVE VIEWING BYPROGRAMMING EXECUTIVES, NATIONAL ASSOCIATION OF TV PROGRAMMING EXECUTIVES (NATPE) CONVENTION IN FEBRUARY 1976 WILL BE UTILIZED. CONVENTION LOCATION YET UNDECIDED. HOWEVER, PROBABLY EITHER CHICAGO OR LOS ANGELES.

2. JAPAN SOCIETY WILL STUDY POSSIBLE INCLUSION OF NEW YORK CITY PHASE.

3. JAPANESE PROGRAMS ALONE OF BE ENTERED.

B. EXCHANGE PROMOTION IN GENERAL

1. EVEN SMALL SCALE, SHOWING OF JAPANESE PROGRMS TO BE CONSIDERED AT NAEB CONVENTION AND/OR PBS PROGRAMMING MANAGER MEETINGS IN ADDITION TO ANNUAL FESTIVAL. PBS

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(COHEN) AGREED TO STUDY.

2. NEW ADDITIONS OF JAPANESE PROGAMS EACH YEAR TO BE MADE AVAILABLE TO AMERICAN BROADCASTERS THROUGH JAPAN SOCIETY. ACTUAL HANDLING OF THESE PROGRAMS CAN BE DONE UTILIZING COMMERCIAL FIRM SPECIFIED, WITH NOMINAL FEE PAID BY AMERICAN TELEVISION STATIONS.

C. MAGAZINE PROGRAMS: CONTINUATION OF THE PROJECT IN PRESENT FORM IS DIFFICULT, ESPECIALLY ON AMERICAN SIDE. THE PROJECT TO BE CONTINUED BETWEEN BPCJ AND PBS. PBS (COHEN) AGREED TO STUDY. NHK WANTS TO RESTUDY PARTICIPATION IN MAGAZINE EXCHANGE.

D. SISTER STATION: NO PROBLEMS. MORE CASES TO BE CONTINUOUSLY ENCOURAGED.

E. TOSHIO NAKANO WANTS TO HEAR REACTIONS OF JAPAN SOCIETY MANAGEMENT TOWARDS ABOVE POINTS IMMEDIATELY."
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